



MANSFIELD DOWNTOWN PARTNERSHIP

ANNUAL REPORT 2014-2015



Mansfield Downtown Partnership
Helping to Build Mansfield's Future



MANSFIELD DOWNTOWN PARTNERSHIP, INC.

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MISSION STATEMENT

The Mansfield Downtown Partnership seeks to foster the continued development and management of Storrs Center – a vibrant and economically successful mixed-use downtown at the heart of our community. The Partnership will actively assist with the future community and economic development of Four Corners, King Hill Road, and other areas identified by the Town of Mansfield and the University of Connecticut.

VISION STATEMENT

The Mansfield Downtown Partnership – comprised of a committed alliance of voluntary community and business members and Town of Mansfield and University of Connecticut officials – will provide collaborative and balanced leadership in the continuing economic, social, and cultural development of the Town and the surrounding community. Through shared, cooperative effort, the Partnership will make the Town of Mansfield a regional destination and a thriving community.

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2014 - 2015

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MESSAGE *from* PRESIDENT LODEWICK

A few weeks ago, we celebrated the ribbon cutting for our new Town Square – another integral part of our new downtown. This beautiful space is in keeping with our original plan for Storrs Center and creates a vibrant public space for all to gather. It is the culmination of a great collaboration on the part of many interested parties dedicated to make Storrs Center a special place of destination. With the initial major financial support for the Town Square provided jointly by the Town of Mansfield, the University of Connecticut, and our development partners LeylandAlliance and EdR, the Partnership undertook a capital campaign to raise the funds needed to complete the construction of the pavilion roof, light pylons on the grass circle, the sculpture *Weaving Shuttle*, and trellises. With lead gifts from the Jeffrey P. Ossen Family Foundation, CVS Health, and Janina and Nancy Swiacki, and major contributions from a number of others, we were pleased to finish the Square. We are most grateful to all who helped to make it happen. A donor wall on the Town Square recognizes all our donors who gave \$5,000 and above to the Town Square. All donors are recognized on the Partnership website.



With the Town Square finished this spring, the entire Town Square Neighborhood is complete. The Town Square Neighborhood includes 414 fully leased market-rate apartments, and thirty-one businesses with the addition of CVS Health, Bruegger's Bagels/Jamba Juice, UConn Dental, and E-Fix and More this past year.

This area has become what we had hoped – alive and active. Our first highlighted event was our 11th annual Celebrate Mansfield Festival which was held on the Town Square for the first time in

September. It was a great success, and it was gratifying to finally be able to hold the Festival on the Town Square, as always envisioned. Many other events were held downtown last year. The Partnership sponsored a monthly summer art fair; a Pup Crawl; Trick or Treating; Winter Welcome; and Winter Fun Week. The Partnership will continue to take a lead role in planning events and programs to benefit the businesses and attract visitors. Through its coordination efforts, the Partnership will also work with other groups to activate the Town Square and the downtown.

Along with the Square, the Partnership has been able to see its vision of for-sale housing come to fruition through the efforts of Storrs Center master developer LeylandAlliance. With support and encouragement from the Partnership Board, Leyland created a plan for 42 townhomes and condominiums. Their perseverance through a downturn in the for-sale housing market is to be commended and has been rewarded with more than half of the units sold as of the date of the Annual Report. Leyland hopes to break ground shortly with completion of all the units in 2016.

The Nash-Zimmer Transportation Center opened in April 2014. Storrs Center Ambassadors are greeting customers to the Center, helping them with bus transportation, and

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MESSAGE from PRESIDENT LODEWICK, continued from page 4

assisting Partnership staff with keeping the downtown looking great. The bike commuting club, which provides bike lockers and showers, opened in May. In July, the Mansfield Public Library will start limited satellite library service in the Center whereby library patrons will be able to check out and return books and other materials. The Partnership will be very involved in the Center's continued operations and programming.

This was also a year of transition for Storrs Center and the Partnership. In 2014, Hart Realty Advisers purchased from LeylandAlliance the completed commercial property in Storrs Center on behalf of the Connecticut Retirement Plans & Trust Funds. With the acquisition, Hart Realty Advisers becomes an important new partner in Storrs Center. With the Partnership's role continuing to focus on the function of managing Storrs Center, the Board spent time this past year reviewing its mission and structure. This will continue to be a priority in the next year. Our Storrs Center operations plan and public spaces use plan will guide us as we work to manage Storrs Center in a first class manner, always ensuring that it is beautiful, clean, and safe.

With the Town Square area complete and the Market Square Neighborhood off to a great start when the Price Chopper grocery store opened last June, we stand on the cusp of delivering a finished Storrs Center. Price Chopper is a key anchor for the downtown, and the customer response has proven that a downtown grocery store was a missing link. New commercial tenants, Hair Cuttery,



Wingstop, and The UPS Store are scheduled to open in 2015 in the smaller building adjacent to Price Chopper, completing the Market Square area. We anticipate the Wilbur Cross Way Neighborhood – the final mixed-use phase – will open in August. This phase includes 204 more apartments and 34,000 square feet of commercial space. The apartments in these five buildings are already leased. Master developer LeylandAlliance is negotiating leases for the first floor space in these buildings. Bliss Boutique, recently recognized by a *Hartford Courant* reader's poll as Best Clothing Boutique, has signed a lease and will open its second store with vintage clothing this year. Finally, Educational Playcare, a private day care center, is scheduled to open this fall.

None of what we do and have done would have been possible without the support of so many. I want to thank our Town of Mansfield and University of Connecticut partners, an engaged Board of Directors, dedicated committee chairs and members, volunteers, and contributors. Thank you to our members for sharing a vision that is very close to completion! Thank you to our Storrs Center businesses who have invested an enormous amount of time and resources to make Storrs Center a reality. And, thank you to our development partners at LeylandAlliance, EdR, and Hart Realty Advisers for implementing the Partnership's vision. We could not get it done without all of you! ♦

A. J. PAPPANIKOU VOLUNTEER *of the* YEAR: CURT HIRSCH

Each year, the Mansfield Downtown Partnership recognizes an individual or individuals who have contributed their time and talents to the Partnership. The Partnership has named Curt Hirsch as the recipient of the 2015 A. J. Pappanikou Volunteer of the Year Award.

Curt Hirsch and his wife, Mary, have supported the Mansfield Downtown Partnership's efforts for many years. They have been business members of the Partnership since its inception, and Mr. Hirsch has served on the Business Development and Retention Committee since 2002. In his role on the Committee, Mr. Hirsch participated in the business relocation discussion and process and has provided feedback on the type of businesses that would work best in Storrs Center.



© Kim Bova Photography

In addition to his time and efforts on behalf of the Business Development and Retention Committee, Mr. Hirsch has volunteered at numerous Partnership events over the years. He has staffed information tables at the John E. Jackman Tour de Mansfield and at events at the Jorgensen Center for the Performing Arts. He served as one of the first area captains for the Festival and continues to help in that important role, assisting with the complex efforts of the growing event. He also volunteered at several Square Fairs in the summer of 2014, lending a hand as needed to artists as they set-up and cleaned up their booths.



Paterson/Partnership Photo

When he is not volunteering at Partnership events, Mr. Hirsch can often be found enjoying the activities with his wife and grandchildren, including Live Music Wednesday and Winter Welcome. In fact, at the 2014 Winter Welcome, Mr. Hirsch arrived dressed in a costume he has worn as a runner in the Manchester Road Race: A Christmas tree complete with real branches and decorations! Mr. Hirsch's appearance proved to be quite a hit with the children in attendance and with passersby.

Mr. Hirsch has been a great advocate on behalf of the Mansfield Downtown Partnership. He is the ultimate volunteer: He is committed, eager to jump in, and always has a positive attitude. The Partnership thanks Curt Hirsch for his efforts in helping to make the vision of Storrs Center a reality.

The Volunteer of the Year Award is named in honor of Dr. A. J. Pappanikou. Dr. Pappanikou was a long-time Mansfield resident and steadfast supporter of the Storrs Center project who passed away in November 2009. In 2010, the Award was renamed in recognition of "Pappy" and his years of dedication and service to the Mansfield Downtown Partnership and the Mansfield community. ♦

MANSFIELD'S NEWEST NEIGHBORHOOD

With the opening of 8 Royce Circle in August 2014, the Town Square neighborhood became the first phase of Storrs Center to be completed.

The vision of Storrs Center is of a town center comprised of several different neighborhoods: Town Square, Market, Village Street, and the residential neighborhood. The [Storrs Center: Special Design District Design Guidelines](#) call for the Town Square neighborhood to feature a mix of commercial and residential uses, broad sidewalks, on-street parking, and, of course, the Town Square.

Modeled after such prominent public spaces as Princeton's Palmer Square and Philadelphia's Rittenhouse Square, the Town Square Area will include a public square at the north end of Storrs Center that will serve as an active center of civic and retail activity...Ground floors will be dedicated primarily to retail and restaurant [and upper] floors will be dedicated primarily to residential spaces.

Since the first businesses opened their doors to the public in the spring of 2012, the Town Square neighborhood has become a bustling center of activity for residents and visitors alike. A variety of restaurants cater to different ages and tastes; retail shops offer a unique assortment of games, flowers, books, and gifts; and service providers tend to the health and wellness of the community.

The Town Square neighborhood has become a destination for visitors who stop to enjoy dinner before a show at UConn's Jorgensen Center for the Performing Arts or a game at Gampel Pavilion. The internationally renowned Ballard Institute and Museum of Puppetry drew thousands of visitors to Storrs Center in their first year downtown. In fact, their visitor numbers have increased dramatically since they moved from UConn's Depot Campus, from just over 1,000 visitors in 2013 to over 18,000 visitors since they opened the new Museum in March of 2014!

Residents and visitors have flocked to the Town Square for events hosted by the Mansfield Downtown Partnership, including the Mansfield Pup Crawl, Trick-or-Treating, and Winter Welcome. The largest event the Partnership hosted in the past year was the 11th Annual Celebrate Mansfield Festival, which drew over 3,000 visitors and participants to downtown. Not only do such events build on the feeling of community within the Town, but they also serve to introduce new customers to the businesses. The events also help draw more media attention to the area and let the region know of the progress that has been made in Storrs Center.

With the completion of the final elements of the Town Square, most notably the Jeffrey P. Ossen Family Foundation Pavilion, the Mansfield Downtown Partnership looks forward to more events, celebrations, and gatherings taking place on the Town Square. Some of the events will be annual affairs like the Celebrate Mansfield Festival, while others will be more

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MANSFIELD'S NEWEST NEIGHBORHOOD, continued from page 7

spontaneous. The Town Square now provides a central location for impromptu celebrations such as that held on April 8, 2015 to welcome home the 10-time National Champions UConn Women's Basketball Team. Already, plans are in the works for the 2nd Annual Mansfield Pup Crawl and the 3rd Annual Winter Welcome along with performances by the E. O. Smith High School Choirs and Bands.

Mansfield's newest neighborhood also offers more intimate places to gather, from seeing old friends while grabbing a coffee at Dog Lane Café to running into neighbors while enjoying a jazz recital at the UConn Co-op Bookstore at Storrs Center. Outdoor dining options at several restaurants offer a chance to enjoy a meal and fresh air, while the red tables and chairs on the Town Square have



become quite popular for al fresco lunches and after-dinner chats.

Despite being open just three short years — and completed for less than one — the Town Square neighborhood has already become an important part of the fabric of Mansfield. The Partnership looks forward to it continuing to evolve with the completion of Storrs Center.

If you are interested in leasing commercial space or living downtown, visit www.storrscenter.com for more information. ♦

LIVE MUSIC WEDNESDAY

The 2015 Live Music Wednesday series is presented by the Mansfield Downtown Partnership with support from The Wilder Companies.

Live Music Wednesday is a series of free, weekly concerts open to the public. Performances will take place from 6:30 pm to 8:00 pm on the stage of the Jeffrey P. Ossen Family Foundation Pavilion on the Mansfield Town Square. If it rains, performances will be held in performance space in the UConn Co-op Bookstore at Storrs Center (One Royce Circle, Suite 101).

For more information, including weather updates, visit www.mansfieldct.gov/mdp/livemusicwed. ♦

2015 LIVE MUSIC WEDNESDAY @ TOWN SQUARE

JUNE 3

Gideon Ampeire Quartet

JUNE 10

Jan Jungden Trio

JUNE 17

Bruce John & the Bandaleros

JUNE 24

The Professors of Sweet, Sweet Music

JULY 1

The Funky Dawgz Brass Band

FIRST FESTIVAL *on the TOWN SQUARE*

On Sunday, September 21, the Mansfield Downtown Partnership held its eleventh annual celebration of Mansfield. While visitors found many attractions – great food, live music, a wide variety of activities – that have grown the event into the largest community gathering in Mansfield, the Partnership made two big changes to the celebration.

First, the Festival subcommittee decided to change the name of the event to the “Celebrate Mansfield Festival.” The Partnership’s Festival subcommittee chose to rename the event to better reflect its role, a celebration for the Mansfield community of the people, businesses, and attractions that make the town unique, and to better coordinate with the Celebrate Mansfield Parade, an important part of the day’s festivities.

The second big change for the [Celebrate Mansfield Festival](#) was the location. For the first time, the Partnership hosted the Festival on and around the new Town Square. After a few years in the parking lot of E. O. Smith High School and several years in the parking lot behind Storrs Commons, the move was a welcome one, for visitors and participants alike.

“One of the reasons we started planning the first Festival in 2003 was to draw attention to the Storrs Center area,” explained Betsy Paterson, chair of the Festival subcommittee. “We wanted to show everyone what was possible and to get them excited for the future development. To finally hold the event on the new Town Square was incredible.”

The 2014 Festival was the largest to date: almost 100 booths, over 175 volunteers, approximately 700 Parade participants, and over 3,000 attendees. The streets around the Town Square were closed to traffic and lined with booths featuring hands-on activities for all ages. Some unique offerings included a recording booth hosted by WHUS, UConn’s student-run radio station, where visitors could record their own stories; Select Physical Therapy’s booth where visitors could test their balance and jumping skills; and the Ballard Institute and Museum of Puppetry’s booth where visitors could make their own mini creature puppets.

The Celebrate Mansfield Parade kicked off the festivities as it has done since 2009 with a route that winds from the Storrs Post Office to the Festival stage. The Parade continues to grow each year, and in 2014, the Parade featured approximately seven

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THE 2014 FESTIVAL *by the* NUMBERS

almost
100
BOOTHS

more than
175
VOLUNTEERS

approximately
700
PARADE
PARTICIPANTS

an estimated
3000
VISITORS



TOWN SQUARE: A VISION COMPLETE

The Mansfield Downtown Partnership celebrated the completion of Mansfield's Town Square at a ribbon-cutting and dedication on Friday, May 29. The celebration marked the completion of a major civic achievement and the end of a unique decades-long effort.

When the Town of Mansfield began planning for the development of Storrs Center in the late 1990s, one of the first things residents requested was a central gathering space for the community. This request helped guide the plans for the downtown as they evolved over the years. In fact, the 2002 Downtown Mansfield Master Plan by The Milone & MacBroom Team in conjunction with the Miniutti Group, Harrall-Michalowski Associates, Johnson Land Design, and Dr. Norman Garrick supported this need by calling for a central civic space that would "foster public events."

The Mansfield Downtown Partnership and Storrs Center master developer LeylandAlliance continued to keep this key need in the forefront as the plans moved from concept to design. The Municipal Development Plan for Storrs Center detailed more specific goals for a town square that would "...have the character of a public outdoor room [and would] be a focus for the life of the community. People will want to go there, shop, work, meet, talk, and live. ...[The] square will be a key component of the public realm and a center of civic activity." The Municipal Development Plan was completed in 2005 and approved unanimously by the Partnership Board of Directors, the Windham Region Council of Governments Regional Planning Commission, Mansfield Planning and Zoning Commission, Mansfield Town Council, and UConn Board of Trustees.

With these approvals in hand, the Partnership and LeylandAlliance embarked on creating the Storrs Center: Special Design District Design Guidelines, which now serve as the

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TOWN SQUARE: MAJOR CONTRIBUTORS

The Partnership thanks the many community members who contributed to the design and realization of this important community space. In particular, the Partnership wishes to recognize the major donors who made the construction of the Town Square possible:

Jeffrey P. Ossen Family Foundation

CVS Health

Town of Mansfield

UConn

LeylandAlliance

EdR

State of Connecticut

Janina & Nancy Swiacki

Centerplan Companies

Charter Realty & Development Corporation

Milton C. Beebe & Sons

Stephen M. Bacon and Anne L. Bennett

Honey and Harry Birkenruth

Linda and Tom Callahan

The Philip & Christine Lodewick Foundation

and the Schwab Family



COMMITTEE REPORTS

The Mansfield Downtown Partnership committees have met steadily over the last year working on planning, promotion, business development, organizational administration, and our annual membership drive. Many thanks are due to all the committee members who have spent many hours dedicating themselves to the Partnership and implementing the mission of a vibrant downtown.

The Board wishes to recognize several long time contributing committee members who stepped down this year – Roger Adams (Business Development and Retention); Laurie Best (Planning and Design); and Janet Jones (Advertising and Promotion).

ADVERTISING *and* PROMOTION

Committee activities continued to focus on the promotion of Storrs Center, new businesses, and the newly completed Town Square. A major focus of the Committee's work was the continuation of current successful events such as the Celebrate Mansfield Festival, Halloween trick or treating, Winter Welcome, and Winter Fun Week. One new event was added, the Mansfield Pup Crawl, which was a dog walk from the Town Square to the Moss Sanctuary. The Committee sponsored the monthly Square Fair from June to September. This event will not be part of the event schedule in 2015 due to the imbalance between the effort required to put it on and vendor satisfaction. The Committee continues to spend time brainstorming on a wish list of events that are included as part of each agenda for review.

The Committee also discussed the Partnership's communications plan and other ways to outreach to draw visitors to the downtown. The Committee worked on the development of a new logo and advertising video with UConn marketing student agency, ATION. The focus was on promoting the entire downtown including all businesses downtown, E.O. Smith High School, the Community Center, Moss Sanctuary, Whetten Woods, etc.

In addition, the Committee reviewed and edited proposed ordinances and policies for the use of the Town Square. Pending legal review, these policies will be presented to the Town Council for its approval in 2015. The goal of the new policies is to encourage and manage the community's use of the new public space. A process has been set up for the Partnership to review events planned by others and avoid conflicts with multiple events on the Town Square at the same time. UConn's plans for use of the Town Square will be coordinated by UConn's Office of University Events and Conference Services.

The 11th Annual Celebrate Mansfield Festival was held for the first time in Storrs Center, with music on the Town Square and nearly 100 booths located on Dog Lane, Royce Circle, and Bolton Road Extension. The Celebrate Mansfield Parade opened the day with the Thompson Family of G.M. Thompson & Sons leading the way. Highlights included great music, food, and many activities for all ages. The Festival Committee began plans for the 12th Festival in early 2015.

In December, the second Winter Welcome was held in Storrs Center. The one day event included strolling carolers and musicians, a visit with Santa Claus at the downtown UConn Co-op, and specials and promotions offered by businesses for the holiday season.

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COMMITTEE REPORTS, continued from page 12

The Committee again sponsored Winter Fun Week in February 2015. Focus was brought to the downtown with a week-long calendar of community events occurring throughout the downtown district and UConn campus. The week culminated with a Storrs Center Stroll sponsored by the UConn Alumni Association. It was very successful, and another Stroll is planned for October 2015.

Toni Moran, Chair ♦ Alexinia Baldwin ♦ Riley Hasson ♦ Shawn Kornegay ♦ Betsy Paterson
Shamim Patwa ♦ Kristin Schwab ♦ Cara Workman

BUSINESS DEVELOPMENT *and* RETENTION

The Business Development and Retention Committee added two new Storrs Center business owners to the Committee to bring a larger downtown business perspective to the Committee. This year, the Committee focused its efforts on inviting Storrs Center businesses to the meetings to ascertain how their experience has been in the downtown. Thus far, business owners or operators from Sweet Emotions, Dog Lane Café, the UConn Co-op at Storrs Center, as well as Committee members Ron Liu, Matt Rusconi, and Rene Schein presented to the Committee. The information gathered was forwarded on to the property owners in Storrs Center and the Partnership staff for follow-up. The Committee continues to forward suggestions for other possible future commercial tenants to the Storrs Center developers. The Committee also continued to promote the development of one event calendar that covers UConn, Town, and Partnership events so that businesses can plan accordingly. A calendar is being developed by Partnership staff.

Steve Rogers, Chair ♦ Curt Hirsch ♦ Marty Hirschorn ♦ Jennifer Holt ♦ Ron Liu
Paul McCarthy ♦ Girish Punj ♦ Matt Rusconi ♦ Irene Schein

FINANCE *and* ADMINISTRATION

The Finance and Administration Committee continued to play a major role in overseeing the development and implementation of Storrs Center on behalf of the Partnership.

The Committee worked with the project's development team led by Storrs Center Alliance (SCA) to track progress of the project, including monitoring timeline, scheduling, and tenant progress for all phases. As part of its review, the Committee continued to strongly encourage SCA to undertake Phase 4 (for-sale residential component of Storrs Center). SCA responded favorably and began sale of 42 town homes and condominiums in 2014. Twenty-three units have been sold as of June 2015.

Over the year, the Committee reviewed and recommended estoppels to the Partnership Board that addressed the relationship between SCA and the Partnership with the commercial sale of Phase 1 (1, 9, and 11 Dog Lane; 1 Royce Circle; 8 Royce Circle) and Phase 4 (Price Chopper and the adjacent 5,000 square foot building) properties to Connecticut's employee retirement system.

A main area of focus for the last year was to develop a road map for implementing key elements of the Partnership's strategic plan. Since its inception, the Partnership's focus has been to conceive the development of Storrs Center, sustain a private/public/community partnership capable of implementing its development, and to oversee its execution. With a thriving town center nucleus, including the Town Square civic space, and completion of the full build on the horizon, the

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COMMITTEE REPORTS, continued from page 13

Partnership has shifted its focus to functions that help ensure that Storrs Center reaches its full potential to the benefit the Town of Mansfield, UConn, and the broader community. The Committee spent time reviewing the mission of the Partnership and the required skill set and duties for managing the downtown, as well as the structure of the Partnership organization, particularly with an eye to the role of the Storrs Center property owners. Recommendations were made to the full Board of Directors on these issues including a recommendation for the Partnership to oversee the Nash-Zimmer Transportation Center.

The Partnership's budget for FY2015-2016 was developed by the Committee and presented to the Board where it was approved on May 7, 2015.

Tom Callahan, Chair ♦ Fran Archambault ♦ Phil Barry ♦ Harry Birkenruth ♦ Mona Friedland
Mark Hammond ♦ Matt Hart ♦ Dave Pepin ♦ Paul Shapiro ♦ Bill Simpson

MEMBERSHIP DEVELOPMENT

The Committee continued to focus its efforts on its primary mission to grow membership in the Partnership by soliciting new members, retaining existing members, and responding to questions from prospective members about the Partnership and Storrs Center.

The Committee has maintained contact with prospects by mailings of both new member solicitation and requests for renewals from existing members. The membership appeal letters were redesigned so that they are both informative and attractive, presenting photo representation of the progress of Storrs Center.

The annual appeal letters were sent out in January 2015 and as of the printing of this report, the Partnership has 225 members and contributions of \$14,485. The Partnership has had a significant response with 82 percent renewing their membership. The Committee also sent membership solicitations to all businesses in Downtown Storrs.

As a thank you and benefit to members who contributed \$200 or more in membership dues, the Board held a combined recognition event for those members with the annual holiday reception for Board and committee members.

Committee members and other Partnership volunteers staffed tables with Partnership materials and answered questions of visitors and residents who were in town for UConn Orientation and other events.

George Jones, Chair ♦ Sally Doyen ♦ Dennis Heffley ♦ June Krisch
Shamim Patwa ♦ Bruce Stave

NOMINATING

The Nominating Committee recommended two new Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2015. The Committee also proposed a new UConn student Board representative to serve on the Board.

COMMITTEE REPORTS, continued from page 14

The Committee recommended changes to the Partnership's Bylaws to allow for Emeritus Board positions. This proposal will be considered at the Board's June 2015 Annual Meeting.

Philip Lodewick, Chair ♦ Steve Bacon ♦ Honey Birkenruth ♦ Betsy Paterson ♦ Steve Rogers

PLANNING and DESIGN

The Planning and Design Committee continued to be busy with its review of design and building plans for Storrs Center. Its major focus over the last year was to review and provide feedback to Town staff and the Storrs Center Alliance development team on the plans for the for sale housing – Main Street Homes – and to review the Storrs Center Sustainability Guidelines checklists for various phases of Storrs Center. The final checklists for Phase 1, Price Chopper, and the building adjacent to Price Chopper were reviewed. Preliminary checklists were reviewed for the Educational Playcare and Phase 2 buildings. The Committee provided feedback and asked for follow-up on items from the building architects on the checklists.

The Committee also took a site walk in spring 2015 with SCA to review and provide input to the public spaces planned for Phase 2 – Wilbur Cross Way.

Steve Bacon, Chair ♦ Paul Aho ♦ Sondra Astor-Stave ♦ Karla Fox ♦ Manny Haidous
Jon Hand ♦ Chris Kueffner ♦ Peter Millman ♦ Gregory Padick ♦ Betsy Paterson ♦ Karin Randolph

Many thanks to all the committee members who have spent many hours dedicating themselves to the Partnership and to implementing the mission of a vibrant downtown! ♦

FIRST FESTIVAL *on the TOWN SQUARE*, continued from page 6

hundred participants, several floats, and the "Pride of Connecticut" UConn Marching Band.

As always, music was a main attraction at the event. Local favorites Kidsville Kuckoo Revue opened up the entertainment following the Parade and Nashville-based Humming House had everyone tapping their toes with their danceable blend of Americana, Indie Rock, Bluegrass, and Traditional Irish Music.

"A really special part of the day for me was to see so many different generations of residents together, enjoying the food and music, dancing, and having fun," Ms. Paterson reflected. "For so long, we've wanted a place for the community to gather as one, and now with the Town Square we have it. The Celebrate Mansfield Festival was just one of what will hopefully be many great community events to come!" ♦

**SAVE
the
DATE!** **12TH ANNUAL
CELEBRATE MANSFIELD FESTIVAL
SUNDAY, SEPTEMBER 20, 2015**

TOWN SQUARE: A VISION COMPLETE, continued from page 10

zoning regulations for the downtown district. These guidelines more clearly defined the shape and size of the Town Square, with details on sidewalk widths, suitable landscaping elements, and appropriate types of street furniture. In 2007, following three nights of public hearings, the Mansfield Planning and Zoning Commission unanimously approved the SC: SDD Design Guidelines and incorporated them into the Town's zoning regulations.

The last step in the planning process was conducted by the Mansfield Downtown Partnership over the course of the past two years. The Partnership selected landscape architecture firm Kent + Frost from Mystic, Connecticut, through a competitive process to serve as the lead designer for the Town Square. Then, the Partnership reached out to groups of community stakeholders, including the Town's Parks and Recreation, Planning and Development, Police, Youth Services, and Senior Services Departments; the Town's Committee on the Needs of Persons with Disabilities; the Town Council; the Planning and Zoning Commission; the Garden Gate Club; Mansfield Advocates for Children; Storrs Farmers Market; E. O. Smith High School; downtown business owners; faculty and staff from UConn's Landscape Architecture program and School of Fine Arts; the Partnership's Board of Directors, Advertising and Promotion Committee, and Planning and Design Committee; and LeylandAlliance. The Partnership received input initially on the general wishes from the stakeholders for this shared community space and then received feedback on the design from Kent + Frost as it progressed.

On September 17, 2013, the Partnership held a public hearing to receive comments on the proposed design by Kent + Frost. Following the hearing, the Town's Director of Planning and Development granted the zoning permit for the Town Square. As part of the Director's review of the application, the plans were submitted for review and comment to the following Town departments and committees: Public Works/Engineering; Committee on Needs of Persons with Disabilities; Fire Marshal; Traffic Authority; Recreation Advisory Committee; Open Space Preservation Committee; and the Parks Advisory Committee.

With the well-vetted plans in hand, the Partnership oversaw construction through the fall of 2013 and early spring of 2014. The Town Square opened for public use in May 2014, although the design was not yet fully realized. With the installation of the Jeffrey P. Ossen Family Foundation Pavilion roof; *Weaving Shuttle*, a sculpture by Connecticut artist David Boyajian; trellises; and lighting this spring, the Town Square is now complete! ♦



Back cover photos:
Kim Bova Photography:
4, 6, 7, & 8
Kathleen M. Paterson:
1, 2, 3, 5, & 9

| | | |
|---|---|---|
| 1 | 2 | 3 |
| 4 | | |
| 5 | | 6 |
| 7 | 8 | 9 |

OUR MEMBERS*

MAJOR BENEFACTORS



TOWN *of* MANSFIELD



UNIVERSITY *of* CONNECTICUT

SPONSORS

Bill and Karen Kennedy

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Windham Hospital

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BUSINESS PATRONS

Dog Lane Café

First Niagara Bank

Health Insurance Recovery Group

People's United Bank

UConn Foundation

OUR MEMBERS, continued from page 17

BUSINESS & ORGANIZATIONS

The Adventure Park at Storrs
Ameriprise Financial
Ballard Institute & Museum of Puppetry
Center for Hellenic Studies Paideia
The Chamber of Commerce, Inc.,
Windham Region
Domino's Pizza
Ferrigno-Storrs, Realtors, LLC
The Flower Pot
Froyoworld
G. M. Thompson & Sons, Inc.
GBS Threading & Spa
H. A. Café
Head Husky Barber Styling Shop
HST – Sue Esposito
Kim Bova Photography
Lawrence Real Estate Associates, Inc.
Liberty Bank
Maharaja Indian Restaurant
Mansfield Family Dentistry, LLC
Milrick Lawn Service LLC
Moe's Southwest Grill
Mooyah Burgers, Fries & Shakes
Nathan Hale Inn and Conference Center
Neighborspaper, LLC
The Oaks on the Square
Pesaro's LLC
Poultry Perspective
Price Chopper
Regional School District 19
Smith-Keon Jewelers
Storrs Associates
Storrs Automotive
Storrs Center Cycle
Storrs Property Associates
Storrs Wine & Spirits
Sweet Emotions Candy
UConn Health at Storrs Center
UCPEA
University of Connecticut Alumni Association

INDIVIDUAL MEMBERS

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Peggy Beckett-Rinker
Jim & Jane Ann Bobbitt
Aline Booth
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Christopher Casa
Douglas Casa
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Wendy Clifton
Bruce & Donna Clouette
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Darren Cook
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Marilyn Giolas

Deidre Goodrich

Michael Goupil

Eileen Griffin

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Thomas G. Paterson

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Kathy & David Pepin

Joseph Poland

Girish Punj

Karin Randolph

Howard Raphaelson

Ginny & Dee Rowe

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Mary Thatcher

Tim & Diane Tolokan

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John & Barbara Troyer
- Curt Vincente

Betty Wexler

Marilyn Wilson

David Woods

Cara Workman

Michael Zito

*As of June 1, 2015

JOIN US. . .BECOME A MEMBER TODAY!

Membership Form

Lend your support by renewing your membership or becoming a member.

Please see reverse for complete listing of membership benefits.

Please return this form, with check payable to:

Mansfield Downtown Partnership
23 Royce Circle
PO Box 513
Mansfield, CT 06268
860.429.2719

Fax:

Questions? 860.429.2740 or mdp@mansfieldct.org

* Members must either reside in the Town of Mansfield, pay taxes to the Town of Mansfield, own or operate a business in the Town of Mansfield, own residential or business property in the Town of Mansfield, be an employee of a Mansfield-located business, or be affiliated with the University of Connecticut as a student, alumnus, or faculty/staff (current or former).

** Friend Memberships are designed for non-town supporters who wish to contribute but will not have voting or office privileges.

Yearly Membership Investment

MDP operates on a calendar year.

- ☐ Student; Senior (age 60+)

\$10
- ☐ Individual

\$25
- ☐ Business/Organization

\$50
- ☐ Patron

\$200
- ☐ Sponsor

\$1,000
- ☐ Friend**

\$ _____

☐ I would like to volunteer my time. Please contact me to discuss MDP volunteer opportunities

Please consider an additional contribution: \$ _____ Total Amt. Enclosed: \$ _____

Indiv./Bus./Org./Family Name _____

Contact Person _____

Address _____

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Contributions may be tax deductible.



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

Membership Levels

Sponsor

\$1,000 a year includes:

- Invitation to Partnership Sponsor/ Patron reception

• Name/Logo will be displayed on home page of Partnership website

• Plaque of appreciation presented to Sponsor representative at event or press conference

• Name listed as Sponsor on event and marketing materials
- Recognition in MDP newsletter and Annual Report

• Recognition on MDP website

• Featured story about Sponsor in one MDP newsletter

• All standard MDP membership benefits

Patron

\$200 a year includes:

- Invitation to Partnership Sponsor/Patron reception

• Certificate of appreciation presented to Patron representative

• Recognition in MDP newsletter and Annual Report

• Recognition on MDP website

• Featured story about Patron in one MDP newsletter

• All standard MDP membership benefits

Business/ Organization

\$50 a year includes:

- Certificate of appreciation presented to Business/ Organization representative

• Recognition in MDP newsletter and Annual Report

• Recognition on MDP website

• All standard MDP membership benefits

Standard Individual (\$25); Senior/ Student (\$10) includes:

- Voting privileges at Annual Meeting

• Ability to hold office within the Partnership and serve on committees

• Notices of upcoming workshops or events

• Monthly e-mail newsletter

